

Total No. of Questions : 09

BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards)/B.Sc.Business Economics (BBE) (2015 to 2017) (Sem.-4)

RESEARCH METHODOLOGY

Subject Code : BBA-401

Paper ID : [A2371]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION A

1. Answer briefly :

- a) Research.
- b) Distinguish between research methods and research methodology.
- c) Objectives of research.
- d) Sampling.
- e) Characteristics of a good research design.
- f) Distinguish between questionnaire and schedules.
- g) Ratio Scales.
- h) Characteristics of a good questionnaire.
- i) Cross tabulation.
- j) Characteristics of a good research report.

SECTION-B

UNIT-I

2. Write a detailed note on research process.
3. What is meant by Research Design? Explain in detail research designs applied in exploratory design in detail.

UNIT-II

4. What are the advantages and limitations of Probability Sampling Technique?
5. What is meant by Secondary Sources of Data Collection? Explain in detail the scenarios where the interview method of data collection is best suited.

UNIT-III

6. What is meant by measurement? Explain the difference between Nominal, Ordinal and Interval Scales.
7. What is scaling? Explain in detail comparative and non-comparative scaling techniques.

UNIT-IV

8. What are the basic requirements of report preparation? Discuss in detail.
9. Write notes on following Data Preparation concepts :
 - a) Editing
 - b) Coding